

DESIGNER:

IPPOLITO FLEITZ GROUP

PROJECT:

BUNDESARCHITEKTENKAMMER
EXPO REAL, MUNICH, GERMANY

WHERE

Expo Real, Munich, Germany

WHEN

October 2006

MARKET SECTOR

Commercial property

CLIENT

Bundesarchitektenkammer
(Federal Chamber of German Architects)

DESIGN TEAM

Gunter Fleitz and Peter Ippolito

COMMUNICATION DESIGN

Bruce B.

MANUFACTURER

Holzbau Harr

MATERIALS

Floor: Eternit
Ceiling: Eternit
Furniture: MDF painted whiteTOTAL FLOOR AREA (M²)

60

Stuttgart-based *ippolito fleitz group* is a multidisciplinary design studio operating in the global marketplace. Core capabilities are architecture, design and communication, with a focus on developing an optimum corporate identity for each client through a process that includes buildings, interiors, landscapes, products, brand strategies and communication measures. Creating coherent corporate images is comparable to making good architecture, which is why *ippolito fleitz group* calls itself 'identity architects'.

ippolito fleitz group
Stuttgart, Germany
www.ifgroup.org

Photography by Zoëy Braun

An exhibition stand for architects without 'architecture', the space that *ippolito fleitz* came up with for the Federal Chamber of German Architects at Expo Real made a strong statement underscored by its striking design. The aim was to create a presence that would be clearly distinguishable from all others in the jungle of architectural models, architectural images and architectural films that clamour for attention at a trade fair devoted to commercial real estate. The only 'exhibit' at the Bundesarchitektenkammer stand assumed the form of a 'virtual' opportunity for commercial and public building contractors to engage in dialogue with the architects. The idea was to make visitors aware of architecture as both a marketing instrument and an economic consideration. The low-key, almost ascetic exhibition stand was designed as an accessible three-dimensional poster, as a space for quiet communication – a retreat from the audiovisual tumult of the trade fair.

